

## EDITO 2025 SWIM ENGLISH

For the collection SS25, PAIN DE SUCRE has unpacked suitcases where The Pacific meets The Sea of Cortez, in the Baja California peninsula, when landscapes are forming a precious alloy of gold and turquoise. From the beaches of Los Cabos to the mountains of Sierra Juarez, the lush flora stands alongside the sparkling coastline and we feel overwhelmed by colours. There, we are crossing this wild and preserved piece of Mexico, in a wardrobe composed with luxuriant prints.

In the streets of Todos Santos, around the corner of an art gallery, or an old church, we have some recollection of a bygone and old-fashioned time, where the line CUBA has found its inspiration. Reedition of a mythic print of the brand, this vintage styled theme has revised in denim blue and ivory the animal patterns and antique madona faces by association of golden edging and straps for a chic and different finish. Cap, large beach bag, poncho in a light veil fabric, the iconography diversifies into accessories to complete the swimsuits and bikinis of the Cuba line such as the one piece MOON so sexy with its plunging neck, or this two pieces SINGA which underbreast piece confers a perfect holding. The palet of the solid colours offers, among others, a purple and a bronze, combining with the line CUBA to create a sophisticated world, subtle, unique.

Then, we are leaving the mountain villages to reach a dream seaside, where devil's waves alternate with quiet translucid waters in order to create a farniente paradise. Driftwood, golden sand, little stony stairs falling down the sea.... This is where the line WAVE is leading us, like etchings of Hokusai sublimating the waves and causing in us streams of emotions just to turn over in the swing of summer. Whatever may be in the beautiful bandeau one-piece PALOA, or in the bikini SELENA with silver stones, we are ready to meet seas and oceans. The print WAVE is to be mixed with the colours ivory, denim, bronze....

After the blue dip we are moving to a new scenery, made of profuse plants and multicoloured flowers like palm trees, papyrus sedges, dahlias, cactus, mango trees.... A Eden is opening arms in this area of Mexico stretching from sea to desert. The line FLOWER is taking us in a delirium of red, blue, green, genuine ode to this abundant nature, modern translation of Flower Power. With trousers and crossed top in the printed veil fabric, or in the one-piece LEVEN adorned with silver horse-shoe styled rings elegantly gathering the front and the back of this suit, we are adopting the sensual and bohemian hippy chic lifestyle. Here we abuse of the power of flowers, to marry green jade and red garance to sketch a happy and passionate painting that Frida Kahlo would have not denied.

End of the day, deliciously dazed by the declining sun, like a mermaid on her rock, a kind of laziness is enshrouding us. Wearing the LALIA colour jade, we feel unique in this hemstitched crochet-style one-piece completed with princess seams.

**PAIN***de***SUCRE**

For each hour a new piece, here the little orange bikini with golden chains, there the triangle CHAN which faceted green stones do sparkle on the skin. The lapping of the waves is lulling us, we get out of our depth... Are we in the mangrova , or by the pool of a luxury hotel in Cabo ? Is it so important at the end... since we are simply well.